

What is claimed is:

1. A method for marketing products based on the intended use of said products, the method comprising classifying a plurality of products into a plurality of use groups based on the intended use of said products, then designating each of said use groups by one or more icons specific to each of said use groups, and displaying said products such that a consumer can select one or more products in each use group based on the one or more icons.
2. The method of claim 1 wherein said one or more icons designate said products using a combination of identifying features selected from the group consisting of text, graphics, color, texture, and a combination thereof.
3. The method of claim 2 wherein each one of said one or more icons comprises a foreground and a background, wherein said foreground comprises text, and graphics corresponding to a particular use group, said foreground text and graphics being in one or more colors, and wherein said background comprises background graphics in one or more background colors, said one or more background colors differing from said one or more foreground colors.
4. The method of claim 3, wherein
 - a first icon represents a first use group, the text of said first icon foreground comprising "SOF SOLE" and "COMFORT";
 - a second icon represents a second use group, the text of said second icon foreground comprising "SOF SOLE" and "PERFORMANCE"; and
 - a third icon represents a third use group, the text of said third icon foreground comprising "SOF SOLE" and "OUTDOOR".
5. The method of claim 4 wherein said first use group comprises "Comfort Cushion" and "Comfort Light" sub-groups, said second use group comprises "Performance Cushion" and "Performance Light" sub-groups, and said third use group comprises "Outdoor Cushion" and "Outdoor Light" sub-groups.

6. The method of claim 4, wherein said one or more background colors belonging to each of said first icon, second icon and third icon are different.
7. The method of claim 3 wherein said background graphics comprise a foot, a number, and at least one semi-circle in one or more colors, said at least one semi-circle providing the background for said foreground text.
8. The method of claim 1 wherein said products comprise footwear-related products, said footwear-related products comprising socks, insoles, shoes, and shoe-care related products.
9. The method of claim 2 further comprising utilizing the packaging of said products to represent each of said use groups and distinguish each of said use groups from one another.
10. The method of claim 9 wherein said packaging comprises product information, the icon specific to that product use group, packaging graphics, and a packaging background.
11. The method of claim 1 wherein said displaying is performed using a point-of-sale display.
12. The method of claim 11 wherein said point-of-sale display comprises a vertical member and a plurality of horizontal protrusions extending from said vertical member.
13. The method of claim 12 wherein said vertical member comprises a wall, rod, or stand.
14. The method of claim 12 wherein said horizontal protrusions comprises shelves, hooks, rods, hangers, Velcro, or tape.
15. The method of claim 11 further comprising displaying a main information guide to assist consumer selection of said consumer products wherein said main information guide comprises said one or more icons and printed information conveying the correspondence of said one or more icons to said respective use groups.

16. The method of claim 15 wherein said main information guide is situated on or near said point-of-sale display.
17. The method of claim 16 wherein said point-of-sale display comprises an electronic display.
18. The method of claim 17 wherein said electronic display comprises a digital or computerized display, said digital or computerized display comprising a screen and a plurality of images arrayed on said screen displaying said products and said main information guide.
19. A method for marketing consumer footwear-related products based on the intended use of said products, the method comprising:
 - classifying a plurality of footwear-related products into a plurality of use groups based on the intended use of said products;
 - designating each of said use groups with one or more icons specific to each of said use groups;
 - labeling said footwear-related products with said one or more icons representing said use groups;
 - displaying said products at a point-of-sale display; and
 - displaying a main information guide that provides said one or more icons such that a consumer can select one or more products in each use group based on the one or more icons.
20. The method of claim 19 wherein said main information guide is located proximally to said products.
21. The method of claim 19 wherein said products comprise socks, insoles, shoes, and shoe-care products.

22. The method of claim 19 wherein said use groups comprise "Comfort", "Performance" and "Outdoor", said use groups comprising "Comfort Cushion", "Comfort Light", "Performance Cushion", "Performance Light", "Outdoor Cushion" and "Outdoor Light" sub-groups.
23. The method of claim 19 wherein said one or more icons each comprise a foreground and a background, said foreground comprising foreground text and one or more graphics, and said background comprising background text and one or more graphics.
24. The method of claim 23 wherein said foreground text comprises "SOF SOLE" and the name of the use group for that product, and wherein said one or more background graphics comprises a foot, a number, and at least one semi-circle of one or more colors, said at least one semi-circle providing the background for said foreground text.
25. A system for selling consumer goods based on the intended use of said goods, the system comprising:
 - a plurality of use groups based on the intended use of said goods;
 - a display for said goods classified into said plurality of use groups;
 - at least one information guide depicting said use groups, wherein said use groups are represented by one or more icons specific to each of said use groups; and
 - product packaging information.
26. The system of claim 25 wherein said consumer goods are footwear-related products.
27. The system of claim 26 wherein said footwear-related products comprise socks, insoles, shoes, and shoe-care products.
28. The system of claim 25 wherein each one of said one or more icons designate said use groups using a combination of identifying features selected from the group consisting of text, graphics, color, texture, and a combination thereof.

29. The system of claim 28 wherein each one of said one or more icons comprises a foreground and a background, wherein said foreground comprises foreground text and graphics corresponding to a particular use group, said foreground text and graphics being in one or more foreground colors, and wherein said background comprises background graphics in one or more background colors, said one or more background colors differing from the one or more foreground colors.
30. The system of claim 25, wherein
- a first icon represents a first use group, the text of said first icon foreground comprising "Comfort";
 - a second icon represents a second use group, the text of said second icon foreground comprising "Performance"; and
 - a third icon represents a third use group, the text of said third icon foreground comprising "Outdoor".
31. The system of claim 30 wherein said first use group comprises first sub-groups, said first sub-groups comprising "Comfort Cushion" and "Comfort Light", said second use group comprises second sub-groups, said second sub-groups comprising "Performance Cushion" and "Performance Light", and said third use group comprises third sub-groups, said third sub-groups comprising "Outdoor Cushion" and "Outdoor Light".
32. The system of claim 30 wherein said at least one information guide comprises a main information guide located proximal to said goods and wherein said product packaging comprises one of said icons, product information, packaging graphics, and a packaging background color, said packaging background color being the same color as said one or more icon background colors.
33. The system of claim 25 wherein said display is a point-of-sale display, said point-of-sale display comprising a vertical member and a plurality of horizontal protrusions extending from said vertical member.

34. The system of claim 33 wherein said vertical member comprises a wall, rod, or stand.
35. The system of claim 33 wherein said horizontal protrusions comprises shelves, hooks, rods, hangers, Velcro, or tape.
36. The system of claim 33 wherein said point-of-sale display comprises an electronic display.
37. The system of claim 36 wherein said electronic display comprises a digital or computerized display, said digital or computerized display comprising a screen and a plurality of images arrayed on said screen displaying said products and said information guide.